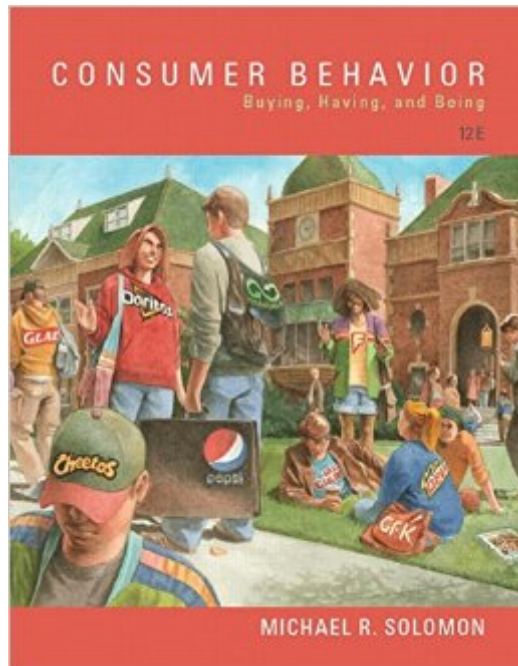


The book was found

Consumer Behavior: Buying, Having, And Being (12th Edition)



Synopsis

For courses in Consumer Behavior. **Beyond Consumer Behavior: How Buying Habits Shape Identity** Solomon's **Consumer Behavior: Buying, Having, and Being** deepens the study of consumer behavior into an investigation of how having (or not having) certain products affects our lives. Solomon looks at how possessions influence how we feel about ourselves and each other, especially in the canon of social media and the digital age. In the Twelfth Edition, Solomon has revised and updated the content to reflect major marketing trends and changes that impact the study of consumer behavior. Since we are all consumers, many of the topics have both professional and personal relevance to students, making it easy to apply them outside of the classroom. The updated text is rich with up-to-the-minute discussions on a range of topics such as advertising, meerkating, and the Digital Self to maintain an edge in the fluid and evolving field of consumer behavior. Also Available with MyMarketingLab, MyMarketingLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. NOTE: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for: 0134472470 / 9780134472478 **Consumer Behavior: Buying, Having, and Being Plus MyMarketingLab with Pearson eText -- Access Card Package** Package consists of: 0134129938 / 9780134129938 **Consumer Behavior: Buying, Having, and Being** 0134149556 / 9780134149554 **MyMarketingLab with Pearson eText -- Access Card -- for Consumer Behavior: Buying, Having, and Being**

Book Information

Hardcover: 624 pages

Publisher: Pearson; 12 edition (January 24, 2016)

Language: English

ISBN-10: 0134129938

ISBN-13: 978-0134129938

Product Dimensions: 8.7 x 1.1 x 10.7 inches

Shipping Weight: 3.1 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars See all reviews (1 customer review)

Best Sellers Rank: #28,793 in Books (See Top 100 in Books) #23 in Books > Business & Money > Marketing & Sales > Marketing > Research #40 in Books > Textbooks > Business & Finance > Marketing #8250 in Books > Reference

Customer Reviews

Very good! It was a great price compared to buying the book!

[Download to continue reading...](#)

Consumer Behavior: Buying, Having, and Being (12th Edition) Consumer Behavior: Buying, Having, and Being (11th Edition) Consumer Behavior: Buying, Having, and Being Kelley Blue Book Consumer Guide Used Car Edition: Consumer Edition July - September 2016 (Kelley Blue Book Used Car Guide Consumer Edition) Consumer Behavior: Building Marketing Strategy, 12th Edition Consumer-Centric Category Management : How to Increase Profits by Managing Categories based on Consumer Needs Consumer Behavior (11th Edition) Consumer Behavior (10th Edition) Consumer Behavior in Fashion (2nd Edition) Consumer Behavior and Culture: Consequences for Global Marketing and Advertising Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else Consumer Behavior Consumer Behavior: Building Marketing Strategy Consumer Behavior: A Strategic Approach Real Estate: 25 Best Strategies for Real Estate Investing, Home Buying and Flipping Houses (Real Estate, Real Estate Investing, home buying, flipping houses, ... income, investing, entrepreneurship) Essentials of Organizational Behavior (12th Edition) Nolo's Essential Guide to Buying Your First Home (Nolo's Essential Guide to Buying Your First House) Crucial Accountability: Tools for Resolving Violated Expectations, Broken Commitments, and Bad Behavior, Second Edition: Tools for Resolving Violated Expectations, ... and Bad Behavior, Second Edition AUDIO Understanding Human Behavior: A Guide for Health Care Providers (Communication and Human Behavior for Health Science) ONE HOUR DROPSHIPPING SYSTEM (EBAY &) - Mid 2016 Edition: How to make money online selling physical products without having an inventory of your own (and for as low as \$5)

[Dmca](#)